

## Faculty | Staff – Judging Criteria

Participant Information
Contestant Name:
Name of Business/Idea:

Overall Value of the Business Idea
The goal of the contestant is to get you excited about the value of their business idea within 3 minutes using various information about the product or service and how he/she delivers the information (e.g. clear, enthusiastic, etc.)
Fill in the box to the right with your overall Score for the idea. (0 to 10, 10 is the highest)

Pitch Content
Pitching is an art, not a science. Here are some guidelines for you to use in determining the value of the business idea. Enter a checkmark in the “Yes” or “No” box for each of the criteria depending on the information provided or not provided by the contestant. Also, place a checkmark on how that information impacted the value of the business. Note: <i>We expect contestants to include the Main criteria within their 3-minute pitch. They may address the additional criteria in the Q&amp;A portion of the talk but these items aren’t strictly required.</i>

Main Criteria (should be within the 3 minutes)	Yes	No	Good	Neutral	Weak
Information about the problem (pain point)					
Product/service information; how it solves problem (value proposition)					
Who will buy it and why (target market)?					
What’s next? (Potential impact of funding)					
Easy to remember					

Additional Criteria (encouraged details that may come during Q&A)	Yes	No	Good	Neutral	Weak
Mention of pricing strategy or business model					
The market and its size					
Competition and competitive advantage					
Leadership team and background (expertise) – brief introduction					

Pitch Delivery
Enter a checkmark in the “Yes” or “No” box for each of the criteria below. Also, place a checkmark on how that information impacted your overall view of the business idea.

Delivery Criteria	Yes	No	Good	Neutral	Weak
Told a story (not a list)					
Provided examples					
Spoke clearly, used easy to understand language					
Relates to audience					
Enthusiastic, passionate about the idea, full of energy					

Notes and potential feedback to share with presenters (what went well, what could be improved) – send document to Theresa if you want us to share with the contestants: [twelbourne@cba.ua.edu](mailto:twelbourne@cba.ua.edu)